

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	3157775
<b>Application Number:</b>	10043714
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	6438
<b>Title of Invention:</b>	System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters
<b>First Named Inventor/Applicant Name:</b>	Isaac Bentolilla
<b>Customer Number:</b>	23386
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<b>Filer Authorized By:</b>	Kenneth Lee Sherman
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<b>Receipt Date:</b>	15-APR-2008
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<b>Application Type:</b>	Utility under 35 USC 111(a)

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# File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement Letter	IDS_Transmittal.pdf	487442	no	6
			ca6d311d1a8dbcf73a9f4b1e908ee5602b62051		
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Filed	PTO_1449.pdf	80566	no	1
			66c58e7a7ba0cbe7c66381030690e71dc5037211		
Warnings:					
Information:					
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3	NPL Documents	Japan_Office_Action.pdf	855902	no	10
			a99965c9c879ebd510eb330690e096585ee73b7c		
Warnings:					
Information:					
4	Foreign Reference	WO_0002380.pdf	4946126	no	77
			20e0533b403814ab394d32d7770c99f66c0d04		
Warnings:					
Information:					
5	Foreign Reference	WO_0011869.pdf	8789047	no	113
			339de7d178669602ca565ca358cb86404ace408ed		
Warnings:					
Information:					
6	Foreign Reference	WO_0033160.pdf	5858071	no	76
			8bc58e0232b56a505696bcb321b2837d09117cc		
Warnings:					
Information:					
7	Fee Worksheet (PTO-06)	fee-info.pdf	8247	no	2
			0571ccbebf4ac31d843c0d0e19496c0a2cc271e		
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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

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